ABSTRACT

A method and apparatus are disclosed for recommending items of interest to a user based on recommendations made to one or more third parties. The recommendation scores generated by a primary recommender are influenced by recommendations generated for one or more third parties, such as a friend, colleague or trendsetter. The disclosed recommender corroborates with other recommenders when recommending items of interest and adjusts a conventional recommender score based on third party recommendations. The third party recommendations may be a top-N list of recommended items for a given third party, and may optionally include a recommendation score and an indication of whether or not the third party actually selected the recommended item. A recommender evaluates the viewing or purchase habits of a user and communicates with one or more other recommenders to determine the items that are being recommended by such other recommenders.

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